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Education
*B.S.B.A., Kenan-Flagler Business
School, University of North
Carolina-Chapel Hill, 1996*

Nathan A. Darling

Director of Client Development & Marketing

Nathan provides strategic direction to, and oversight of, the firm's business development, client retention, marketing, and communications activities.

He served in 2010 as President of the Legal Marketing Association, a 3,000-member international organization dedicated to advancing the practice of marketing, business development, and client service in law firms.

Professional Background

Prior to joining Van Ness Feldman, Nathan was a Marketing Manager at Kirkpatrick & Lockhart Nicholson Graham LLP (now K&L Gates). He was responsible on a firmwide basis for all marketing and business development activities for the firm's internationally-recognized financial services practice, as well as for the firm's Washington and Miami offices.

Nathan began his legal marketing career as Client Services Manager for Collier Shannon Scott (now Kelley Drye Collier Shannon), the first such position established at that firm.

Prior to entering the legal industry, Nathan worked in supervisory roles in the hospitality sector, and in his family's commercial real estate development and resort businesses.

Professional and Civic Affiliations

- Legal Marketing Association (President, 2010; Board of Directors, 2009; Annual Conference Committee, 2007-2008; Co-Chair, Sponsor Relations Committee, 2006-2007; President, LMA Capital Chapter, 2005)

Publications

"Becoming Fluent in Business Concepts," *LMA Strategies*, Vol. 9 No. 10, November 2007

"Marketing and Business Development: Who Does What and What's the Difference Anyway?" *ALA Capital Connections*, 2004